

Vending Zones – Initiatives towards Low Carbon Society

The present case study relates to the initiative of Bhubaneswar Municipal Corporation's innovative strategy to organize the informal vendors into Vending Zones. The civic body of Bhubaneswar realized that informal vendors need to be organized for the best interest of City Transport, Beautification and reducing cities Carbon Foot Prints. It also realized that organized vending zones would provide revenue to the civic body.

The capital city of Orissa in India initiated an innovative approach to improve the Informal Trade and better managed public space. This initiative is unique in nature due to the development of public private partnership model. He task was not easy due to combination of many institutions. But today this initiative is in the process of replication in many other cities of the county.

Bhubaneswar

Bhubaneswar, located on the east coast is one of the fastest growing cities of India. The city was planned by Otto H. Königsberger in 1948 for a area of 16.48 sqkm with a population of 40000 is now covers an area 135 Sq km with more than million population. The city has 60 wards with elected Mayors since 2003

Situation before the Initiative

Bhubaneswar, the Capital of Orissa is one of the fastest growing cities since its inception in 1948, popularly known as the "temple city" of India. Every year on an average it attracts millions of tourists into the city. Being the gateway city, it is of important that city needs to be kept beautiful of its surrounding particularly major streets. One of the major challenges is to keep main roads & public space of the city free from street vendors, hawkers etc. However, in spite of several removal, enforcement and demolition drive the results were not very significant.

Strategy Adopted

The civic body has realized every day eviction will not solve the street hawking; rather it is hurting the informal economy. Perhaps realized linkage with city economy and employment generation. It begun as a model approach to understand the behaviour of vendors to sift into organized vending zones but successful experience wild fired to other part of the city. However, it was not an easy process to convince vendors and various service providers of the city. The process of Vending Zones can be explained as:



Problems

Even though law prohibits hawking on the street, public space, still then it is a common practice due to growing informal economy. In practice it has become a problem for Municipal Corporation, development authority and police. Overall, the problems can be explained as:

- Street hawking affects in city beautification;
- Street hawkers are one of the major reasons for accident and traffic obstruction;
- City's effort to make beautification remains unnoticed;
- Civic body does not get revenue from street hawking;

Step I - Enumeration of vendors by Civic body along with street vendors association. Civic body also conducts an independent survey to identify correct person.

Step II - Civic body then identifies a place for relocation of vendors in consultation with City Management Group (CMG). CMG is consists of representatives from various service providers in city including planning & police.

Step III - Civic body informs identified informal hawkers to move into the new location. The existing place is cleaned from encroachers and wire fenced for plantation or parking etc

Step IV - Vendors were allowed to construct temporary shed as designed by Civic Body. Vendors then allowed

constructing shed made of recycled product Bamboo. Upon successful functioning for six months they were allowed to convert the shed from Bamboo to Iron Sheet.

Step V - The process of constructing Iron shed is done through an advertisement agency. The advertisement agency is given right to use the defined displayed space for commercial use. The advertisement agency shares some portions of revenue in constructing the sheds.

Step VI - All the identified vendors were provided with a photo identity card signed by chief executive of civic body.

Step VII- Venders to register for trade license in civic body.

Step VIII - The vending zone has to follow the following instructions of Civic Body

| | |
|---------------|--|
| Dustbins | Keep dustbins to collect garbage |
| Sanitation | Ensure cleanliness of the vending zones |
| CFL Bulbs | Only CFL bulbs are allowed to use in Vending Zones |
| Advertisement | BMC will collect Advertisement fees |
| Structure | No permanent structure other than the Bamboo or Iron sheet |
| Ownership | Venders cant claim for ownership of the land |
| Size | Eligible structure would be of 6'x6' or 8'x6' |

Lessons Learned

Although street vending is not new in India but the present practice is a good example of organizing venders in a vending zone through partnership, consultation and private sector involvement. In other way doing business for society and earning revenue for the civic body. Similarly these types of programmes do helps reducing traffic congestion, improved parking space, equality in space management and contributes substantially in reducing carbon footprints.

- Organized informal hawkers in Vending Zones.
- Provides venders their identity and stability.
- City gained land from encroaches by sharing different unused space equally.
- Civic Body income increased with no investment.
- Location a walking distance reduced use of vehicle.

Sustainability

- Growing Informal trade in Indian economy will boost-vending zones.



Earlier High Energy Consuming



Now Use of Energy Efficient CFL

Results

- Illegal vending in Major Street now encroached free.
- Around 30 Vending Zones were come up with 2000 venders in all part of the city.
- The vending Zones are more organized than previously.
- Civic body received revenue income of Rs 15.00 Lakh as trade license and Rs 1.96 Lakh as advertisements.
- Civic Body is not required to spend money for construction of vending zones.
- Revenues for constructions were mobilized from Advertisements on Partnership basis.
- This is a win-win situation for all venders in terms of stability and partner in city development.
- Citizens are happy in identifying reliable informal business venders.
- Civic Body got ride off from every day eviction drive.

- Inclusive Vending Zone Policy is essential
- Near the housing complexes ensures commuters reducing cities carbon footprints.
- Advertising rights as per the actual rates.
- Being a PPP it has no financial burden.

Transferability

The Vending Zone concept is transferable to any cities having available space near to housing society, streets or commercial areas. Many cities visited for replication.

Innovation

- Organized informal trade linking with beautification, energy conservation, reducing carbon footprints and building confidence amongst the venders.
- Inclusion of Private sector to construct Vending Zone at Zero cost to civic body.
- Any city can use the strategy to motivate Informal venders on forming Low Carbon Society.